



2012 Summer Art in the Park Guidelines

PURPOSE

The Summer Art in the Park Program takes place at the following Seattle Parks and Recreation locations: **Othello Playground, Lakeridge Playground, Maplewood Playfield and Judkins Park**. The focus of this program is to provide fun, innovative curriculum based visual and performing arts that will have a positive impact on the children, families, early childhood education facilities, and community centers of the central and southeast neighborhoods of Seattle. The program should be designed to have elements of academic alignment to help reduce summer learning loss; build self esteem and self efficacy; promote cross-cultural experiences; build on-going participation; welcome drop ins and support the Mayor's Youth and Family Initiative.

DEADLINE

Proposals must be **received** by mail or in person by the Department **no later than 4:30 p.m. on Friday, May 18, 2012** at the following address:

2012 SUMMER ART IN THE PARK PROGRAM RFP
City of Seattle, Seattle Parks and Recreation
Out of School Time Office
Attn: Daisy Catague
4209 W Marginal Way SW
Seattle, WA 98106

FUNDING

A maximum of \$8,400 can be allocated for each park for the season. Parks reserves the right to approve or deny any proposed business activity.

2012 ELIGIBLE DISCIPLINES:

Parks is seeking and will select individuals, groups or organizations that best demonstrate their ability to provide culturally relevant, safe, and reliable programs to the community.

ELIGIBILITY

To be eligible, the **APPLICANT** must

- Be a professional artist (defined as a person who produces art on a regular basis, has achieved substantial skill and experience in his/her discipline, and whose accomplishments are recognized by other arts professionals);
- Be an individual artist who is the originator of the proposed project; **or**
- Be the lead artist of a group of individual artists working together on a single project or with a limited collaborative history; **or**
- Be the lead artist of a nonprofit organization who can distinguish the proposed project clearly from the seasonal work of the organization.
- Have a program plan for training, mentoring, and involvement of two LIT youths (*).

APPLICANT ELIGIBILITY continued

- Include a weekly curriculum describing distinct projects or activities of proposed program. Program design should accommodate the drop in nature of Summer Art in the Park programs. Curriculum must also include distinct program plans to teach or incorporate the two different age groups as described above in Program Requirements.
- Have a current City of Seattle Business License.
- W-9 **Note:** The name or organization that appears on the W-9 must exactly match the name to be paid on the Invoice submitted for payment.
- Have a current Background Check.
- Propose a realistic budget where income equals expenses;
- Start no earlier than June 18, 2012

To be eligible, the proposed PROJECT must

- Offer activities that would be complementary to the existing uses of each park and provide programming that would appeal to two different age groups, youths (ages 5-9), and older youths (pre-teens and young teens ages 10-14). Each Proposer must commit to program times of 11:00am-4:00pm, Monday through Friday. Program dates are June 25- August 17, 2012.
- Must include in their operation the Free Summer Sack Lunch Program which is provided by the City of Seattle Human Services Department and coordinated through Seattle Parks and Recreation. The Proposer must be willing to potentially pick up and drop off sack lunches from a nearby site, attend a mandatory training, and manage and distribute sack lunches to children in the park ages 1-18 between the hours of 11:30am and 1:00pm each day of the proposed program dates.
- Be expected to do deliberate outreach to other park users and community organizations that surround the parks to increase program participants and gain community acceptance.
- Meet performance targets, such as recruitment, attendance and retention.
- Be willing to train, mentor, and involve them in programming and perform end of season evaluations. Up to two Leaders in Training (LIT) youths will be assigned to each participating park (*).
- Must also include a Performance Showcase developed collaboratively with Seattle Parks and Recreation, in their marketing, planning, and curriculum that includes an evening dress rehearsal on August 9, 2012 and performance on August 10, 2012 at Langston Hughes Performing Arts Center.
- Attend a community End of the Summer Celebration which includes a performance showcase, food and visual art displays from the youth hosted at each park held during the last week, August 13-17.
- Track attendance weekly and submit to the Out of School Time Office. The elements should include:
 - Tracking participation daily, while estimating the age range of the children.
 - Estimating the percentage of retention by number and age range.
 - Identifying measurable outcomes to quantify the programs success.
 - At the end of the season, documentation of the number of family and community members at the End of Summer event.

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REVIEW CRITERIA

The following criteria will be used to evaluate Proposals:

1. Incomplete Proposals, Proposals not on the forms supplied by the Department, electronically transmitted Proposals and non-responsive Proposals cannot be evaluated and will be disqualified.
2. Demonstrated business experience in the development and implementation of a culturally relevant program, client references, business references and program plan.
3. A current City of Seattle Business License is required for anyone doing business on City property. Please provide a copy of your current **City of Seattle business license** or be prepared to obtain one prior to signing a seasonal contract.
4. Proposed budget is within the available funding for the program.

REVIEW PROCESS

A panel of Parks staff will review the Proposals submitted in response to this RFP. The panel will score the Proposals, determine the highest qualified Proposal and may interview the Proposers, if necessary. The panel will make a final recommendation regarding the award to the qualified Proposers offering the best suited programs for Parks and park visitors in accordance with the Mayor's Youth & Families Initiative. Generally, if all Proposers offer sufficient references and experience then the Proposer offering the highest positive impact that will affect the most participants in the park will be awarded the contract.

Parks reserves that right to refuse any and all proposals. Successful Proposers will be issued permits to operate in park sites that were noted in their proposals.

PROPOSED RFP SCHEDULE

Parks' anticipated schedule for review of the Proposals and final selection of Summer Art in the Park Operators is as follows:

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| • April 9, 2012 | Advertisement begins. |
| • April 12, 2012 | RFP Packages are available for pick up or can be mailed by requested |
| • May 7, 2012 | RFP Workshop at Jefferson Community Center |
| • May 18, 2012 | RFP Submittal Deadline by 4:30 PM. |
| • May 21-24, 2012 | Evaluation Panel reviews and scores Proposals. |
| • May 25, 2012 | Panel decision, Contract Award announcement. |
| • June 18, 2012 | Agreement commencement date. |

THIS PROGRAM WILL NOT FUND

- Religious services;
- Gas reimbursement to/from site

FOR ASSISTANCE, CONTACT

Application: Daisy Catague, Sr. Recreation Program Specialist

(206) 615-0303 ♦ daisy.catague@seattle.gov

Office Hours: Mon.-Fri., 8:30 a.m. - 5:00 p.m.

2012 Summer Art in the Park – Things to Know if Your Project Is Funded

GENERAL STATEMENT

This REQUEST FOR PROPOSALS (RFP) represents a publicly advertised and competitively awarded solicitation by the City of Seattle, Department of Parks and Recreation for Summer Art in the Park Program Operators for selected parks. This RFP is intended to encourage individuals, groups and organizations to clearly present how they would provide the requested services, propose options for services or service enhancements, and operate these services in a consistent and revenue positive manner. Each Proposer must also clearly identify its knowledge of the proposed operating plans, experience and financial stability.

No Parks maintenance funds will be used to support the proposed plan. Parks will not add electrical service, water lines or waste drains to any location.

PAYMENT INFORMATION

The successful Proposer for each park will receive their contracted amount after an Invoice is completed. The successful Proposer can either invoice after the program is fully completed, or as often as once every two weeks, after services are rendered. Allow 30 business days from the date on the invoice for funds to be disbursed. Parks and Recreation has the right to refuse payment during the duration of the contract.

Budget reimbursement is pending on the actual expenditures for review of program purpose. Purchase in bulk when expenditures are appropriated. Parks and Recreation can deny charges, even after the budget has been approved.

Final payment for the season will be issued only after the Program Operator has removed all equipment after leaving for the season, returned keys provided by Parks, cleaned the site upon leaving, ensure the site has been certified that no damage was done, and satisfies all other conditions of the Contract.

Program Operators who do not satisfactorily fulfill the requirements of the Contract will NOT be sent future Request For Proposals.

Contracts with the city of Seattle

- Award **recipients will sign a contract** committing to produce their project and describing a project plan that outlines activities, including intended dates and venue for a public presentation.
- Award **recipients are responsible for paying all applicable taxes**. At the time of contracting, you will need to complete appropriate paperwork.
- Award **recipients commit to recognize Seattle and Recreation** in printed materials, signage visible to the public or in other ways appropriate to the project and to use Parks' logo on those materials.

2012 Summer Art in the Park – Instructions

Section I – 2012 Summer Art in the Park Guidelines

This section contains information about the proposal process, including the background of the Summer Art in the Park Program at the various parks, storage restrictions, shelter, refrigeration and electricity availability and how to get help with questions.

Section I should not be returned to Parks as part of a Proposal.

Section II – RFP Application To Be Returned As Your Proposal When Completed And Signed.

The information provided is the sole responsibility of the Proposer. Each Proposer is asked to provide evidence of their expertise in performing arts with culturally relevant programming that will have a positive impact on the children, families, and the community of southeast and central Seattle. Each Proposer must also provide verifiable client and business references and clearly explain their service plan for the park.

The Proposer's financial plan should be clearly written in the space provided and signed by an individual or individuals legally authorized to sign the Proposal.

NOTE: If you would like to bid on multiple park sites, please fill out a separate RFP package for each location. You may copy a completed set as long as the park selection, proposed budget and signature pages has original markings and signatures.

Section II must be completed by each Proposer and returned in its entirety to the Department.
The due date for Proposals is May 18, 2012 by 4:30 PM.

Overly ornate and expensive Proposal materials and/or presentations are discouraged. Please include only materials directly applicable to the Proposer's proposed Summer Art in the Park Program.